

HEALTHCARE

Bulgari joins LVMH peers with manufacturing and donation of hand sanitizers to Italian health authorities

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Donation of hand cleansing gel with sanitizer.

Bulgari intensifies support to Italian authorities to fight Covid-19.

Bulgari has diverted production from its partner's fragrance-making factory in Italy to manufacturing hand-sanitizing gels for Italian hospitals and research institutes battling the spread of the COVID-19 coronavirus. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler Bulgari has joined its fellow brands in the LVMH portfolio with the decision to make hand-cleansing gels for donation to an embattled Italian government fighting the COVID-19 coronavirus.

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The development comes a month after Bulgari donated a 3D high-definition microscope to the Spallanzani Hospital as part of its contribution to fighting the virus that has claimed more than 7,500 lives and afflicted nearly 75,000 residents in Italy. The hand gel will be made in collaboration with Bulgari's fragrance manufacturing partner, Industrie Cosmetiche Riunite (ICR) in Lodi.

"I believe as a major economic actor and symbol of Italy, Bulgari has a responsibility to contribute to the national effort to help prevent, fight and eradicate COVID-19," said Bulgari CEO Jean-Christophe Babin in a statement.

"Thanks to our fragrances expertise, we have been able to develop together with ICR a hand cleansing gel with sanitizer which will be manufactured in our Lodi Factory already making our high-end perfumes and hotels amenities," he said.

"Aware of the difficult situation we are experiencing, we believe it is our duty to contribute with our know-how and production facilities."

Bulgari is one of the leading Italian jewelers worldwide, bought by LVMH in 2011 for \$5.2 billion.

Clean hands

Bulgari in the next two months will make hundreds of thousands of 75ml bottles of hand cleansing gel with sanitizer. They will be distributed in priority to all medical facilities run by the Italian government.

Bulgari joins LVMH brands Dior, Guerlain and Givenchy in diverting production from perfumes and fragrances at its various labs and factories to making hand-sanitizing gels for French health authorities and hospitals in Paris (see

story).

The three French brands are each week making and distributing 50 tons of sanitizing gel for distribution to hospitals in France.

In addition, Paris-based LVMH this week expects the delivery to France of the first 10 million masks it ordered from a Chinese manufacturer. The company will also send millions of masks to Italy and Spain, both markets fighting the virus' spread.

As of now, Italy is on the frontlines of the European fight against the COVID-19 outbreak, only ahead of the United States in a Western world devastated by a virus originating from the Chinese city of Wuhan.

GOVERNMENTS AROUND the world are working on finding a vaccine that halts COVID-19 in its tracks.

"As a scientific research and treatment institute, with a national and international scope, working for research means not only reacting to the emergency, but above all, supporting the hope of finding treatments and vaccines for this infection and other serious infectious diseases," said Marta Branca, general director of Spallanzani, in a statement.

"The support of Bulgari means having the real perception of a stable and lasting collaboration," she said.

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